UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/023,886	12/21/2001	Hideo Shimazu	016891-0841	5598

7590   12/21/2010

FOLEY AND LARDEN
SUITE 500
3000 K STREET NW
WASHINGTON, DC 20007

EXAMINER
LASTRA, DANIEL

ART UNIT	PAPER NUMBER
3688	

MAIL DATE	DELIVERY MODE
12/21/2010	PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE <u>3</u> MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.
- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☒ Responsive to communication(s) filed on <u>14 October 2010</u>.

2a)☐ This action is **FINAL**.   2b)☒ This action is non-final.

3)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4)☒ Claim(s) <u>2-6,8-13 and 15-27</u> is/are pending in the application.

    4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5)☐ Claim(s) _____ is/are allowed.

6)☒ Claim(s) <u>2-6,8-13 and 15-27</u> is/are rejected.

7)☐ Claim(s) _____ is/are objected to.

8)☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9)☐ The specification is objected to by the Examiner.

10)☐ The drawing(s) filed on _____ is/are: a)☐ accepted or b)☐ objected to by the Examiner.

    Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

    Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

    a)☐ All   b)☐ Some * c)☐ None of:

      1.☐ Certified copies of the priority documents have been received.

      2.☐ Certified copies of the priority documents have been received in Application No. _____.

      3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

    * See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1)☒ Notice of References Cited (PTO-892)

2)☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)

3)☐ Information Disclosure Statement(s) (PTO/SB/08)
    Paper No(s)/Mail Date _____.

4)☐ Interview Summary (PTO-413)
    Paper No(s)/Mail Date. _____.

5)☐ Notice of Informal Patent Application

6)☐ Other: _____.

DETAILED ACTION

1.   Claims 2-6, 8-13 and 15-27 have been examined. Application 10/023,886 (Information providing server, client, information providing system processing method, recording medium recording a program, and advertisement providing method) has a filing date 12/21/2001 and foreign priority 12/25/2000.

Reopen Prosecution

In response to Final Office Action dated 04/22/10, the Applicant filed an Pre-Brief Appeal Conference request on 08/23/10. In view of the Pre-Brief Appeal Decision request filed on 10/14/10, PROSECUTION IS HEREBY REOPENED.

        To avoid abandonment of the application, appellant must exercise one of the following two options:

        (1) file a reply under 37 CFR 1.111 (if this Office action is non-final) or a reply under 37 CFR 1.113 (if this Office action is final); or,

        (2) request reinstatement of the appeal.

        If reinstatement of the appeal is requested, such request must be accompanied by a supplemental appeal brief, but no new amendments, affidavits (37 CFR 1.130, 1.131 or 1.132) or other evidence are permitted. See 37 CFR 1.193(b)(2).

Claim Rejections - 35 USC § 103

2.   The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

> (a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made

to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

Claims 2-6, 8-13 and 15-34 are rejected under 35 U.S.C. 103(a) as being unpatentable over Hirono (US 6,882,348) in view of Herf (US 6,734,873) and further in view of Westervelt (US 2002/0073196) and DeLorme (US 5,848,373).

As per claim 2, Hirono teaches:

An information providing server comprising:

image data storage means for storing image data generated based on image information in which a physical position is clearly described and in which a same area is photographed from different locations, and storing positional information showing the position of said image data (see figure 5);

advertisement placing information storage means for storing advertisement placing information including at least a placing period and a placed location of an advertisement by adding an ID for each advertisement (see figure 5);

image synthesizing means for reading the image data from said image data storage means based on a viewpoint of a user, reading from said advertisement placing information storage means said advertisement placing information having said placing period including a current date data and said placed location included in said image data read based on said viewpoint of a user, and synthesizing said read image data with said advertisement placing information to generate synthesis image data (see figure 5);

advertisement contract storage means for storing contract information including an ID added to said advertisement placing information, the name of an advertisement placing person who desires to place an advertisement, and a contract money amount (see col 7, lines 45-50); and

advertisement contract means for receiving an advertisement placing request from said advertisement placing person (see col 7, lines 45-50) executing a contract process of said advertisement placing request upon reception of said advertisement placing request from said advertisement placing person and updating said advertisement placing information stored in said advertisement placing information storage means based on said contract information stored in said advertisement contract storage means (see col 7, lines 45-50).

user data storage means for recording the ID of a user and the viewpoint position of said user (see col 6, lines 1-10);

other users maximum display threshold value storage means for storing an other users maximum display threshold value for defining a threshold value to display the maximum number of viewpoint positions of other users when displaying the viewpoint positions of the other users (see col 9, lines 35-45 "marker");

user position display means for adding a user position mark showing the user to the viewpoint position of the user in said image stereoscopic representation provided to said user, fetching from data stored in said user data storage means the viewpoint positions of said other users and said user IDs up to said threshold value defined by said other users maximum display threshold value in the order close to the viewpoint

position of said user, and adding other users position marks showing said other users to said viewpoint positions (see col 9, lines 30-45; position marker); and

Hirono teaches wherein the synthesis image data includes the advertisement placed at a particular location corresponding to the placed location in a image corresponding to the image (see Hirono col 7, lines 20-50). Hirono fails to teach that said image data is a three-dimensional image data. However, Herf teaches a system of displaying three-dimensional images in a browser (see col 7, lines 30-50). Therefore, it would have been obvious to a person of ordinary skill in the art at the time the application was made, to know that Hirono would use the Herf's system to presents three-dimensional image to a user's browser in order that said user has a better browsing experience.

Hirono fails to teach that said image data is a three-dimensional image data, the user data storage means also storing Ids of other users and viewpoint positions of the other users *and interaction connection means for receiving an interaction request indicating said other users position marks displayed in said user position display means and specified by said user, checking the user IDs corresponding to said other users position marks from said user data storage means, and starting an interacting function program to provide connection between said user and said other users having the checked user Ids.* However, Herf teaches a system of displaying three-dimensional images in a browser (see col 7, lines 30-50), DeLorme teaches a system that allows users sightsee in three dimensions (see col 15, lines 45-50) and also teaches a system that records all the locations of users in map (see figure 2; col 21, lines 55-67) and

<u>Westervelt</u> teaches a system that allows an user to request to find the geographical location of mobile units and after finding said location of said units and displaying said location to said user, the system allows said user to request to communicate with said mobile units via email or voice communication using said units identification (see paragraphs 21-22, 33-34, 38, 40). Therefore, it would have been obvious to a person of ordinary skill in the art at the time the application was made, to know that <u>Hirono</u> would modify his invention to present three-dimensional image to a user's browser and to record all the locations of other users in a map, as taught by <u>Herf</u> and <u>DeLorme</u>'s system in order that said user has a better browsing experience and would also allow said user to request to find the geographical location of other users and after finding said location of said other users and displaying said location to said user, would allow said user to request to communicate with said other users via email or voice communication using said other users' specific identifications, as taught by <u>Westervelt</u> in view that the claimed invention is merely a combination of old elements and in the combination each element would have performed the same function separately and one of ordinary skill in the art would have recognized that the combination were predictable.

As per claim 3, <u>Hirono</u> teaches:

image data conversion means for generating image data based on image information in which the same area is photographed from different locations and in which a physical position is clearly described (see fig 5). <u>Hirono</u> fails to teach that said image data is a three-dimensional image data and that wherein the synthesis three dimensional image data is provided as part of a three-dimensional aerial sightseeing

service that is provided to the user for free. However, Herf teaches a system of displaying three-dimensional images in a browser (see col 7, lines 30-50) and DeLorme teaches presenting a three-dimensional sightseeing system (see col 15, lines 45-50). Therefore, it would have been obvious to a person of ordinary skill in the art at the time the application was made, to know that Hirono would use the Herf and the DeLorme system to presents three-dimensional image to a user's browser in order that said user has a better browsing experience.

As per claim 4, Hirono teaches:

An information providing server comprising:

image data storage means for storing three-dimensional image data generated based on image information in which a physical position is clearly described and in which the same area is photographed from different locations, and storing positional information showing the position of said image data (see figure 5);

advertisement placing information storage means for storing advertisement placing information including at least a placing period and a placed location of an advertisement by adding an ID for each advertisement (see col 8, lines 1-15) the advertisement placing information being provided by an advertisement placing person (see col 7, lines 45-50);

user data storage means for recording the ID of a user and the viewpoint position of said user (see col 6, lines 1-11);

other users maximum display threshold value storage means for storing an other users maximum display threshold value for defining a threshold value to display the

maximum number of viewpoint positions of other users when displaying the viewpoint

positions of the other users (see col 9, lines 35-45 "marker");

user position display means for adding a user position mark showing the user to

the viewpoint position of the user in said image stereoscopic representation provided to

said user, fetching from data stored in said user data storage means the viewpoint

positions of said other users and said user IDs up to said threshold value defined by

said other users maximum display threshold value in the order close to the viewpoint

position of said user, and adding other users position marks showing said other users to

said viewpoint positions (see col 9, lines 30-45; position marker); and

image synthesizing means for reading the image data from said three-

dimensional image data storage means based on viewpoint of a user, reading from said

advertisement placing information storage means said advertisement placing

information having said placing period including a current date data and said placed

location included in said image data read based on said viewpoint of a user, and

synthesizing said read image data with said advertisement placing information to

generate synthesis image data (see figure 5);

and image browser means for generating, based on a desired viewpoint

position, a rendered image rendered from said synthesis image data outputted from

said image synthesizing means (see figure 5); wherein the synthesis image data

includes the advertisement placed at a particular location corresponding to the placed

location in a image corresponding to the image (see Hirono col 7, lines 20-50). Hirono

fails to teach that said image data is a three-dimensional image data. However, Herf

teaches a system of displaying three-dimensional images in a browser (see col 7, lines 30-50). Therefore, it would have been obvious to a person of ordinary skill in the art at the time the application was made, to know that Hirono would use the Herf's system to presents three-dimensional image to a user's browser in order that said user has a better browsing experience.

Hirono fails to teach that said image data is a three-dimensional image data and the user data storage means also storing Ids of other users, viewpoint positions of the other users and interaction connection means for receiving an interaction request indicating said other users position marks displayed in said user position display means and specified by said user, checking the user IDs corresponding to said other users position marks from said user data storage means, and starting an interacting function program to provide connection between said user and said other users having the checked user Ids. However, Herf teaches a system of displaying three-dimensional images in a browser (see col 7, lines 30-50), DeLorme teaches a system that allows users sightsee in three dimensions (see col 15, lines 45-50) and also teaches a system that records all the locations of users in map (see figure 2; col 21, lines 55-67) and Westervelt teaches a system that allows an user to request to find the geographical location of mobile units and after finding said location of said units and displaying said location to said user, the system allows said user to request to communicate with said mobile units via email or voice communication using said units identification (see paragraphs 21-22, 33-34, 38, 40). Therefore, it would have been obvious to a person of ordinary skill in the art at the time the application was made, to know that Hirono would

modify his invention to present three-dimensional image to a user's browser and to record all the locations of other users in a map, as taught by Herf and DeLorme's system in order that said user has a better browsing experience and would also allow said user to request to find the geographical location of other users and after finding said location of said other users and displaying said location to said user, would allow said user to request to communicate with said other users via email or voice communication using said other users' specific identifications, as taught by Westervelt in view that the claimed invention is merely a combination of old elements and in the combination each element would have performed the same function separately and one of ordinary skill in the art would have recognized that the combination were predictable.

As per claim 5, Hirono teaches:

An information providing server comprising:

image data storage means for storing image data generated based on image information in which a physical position is clearly described and in which the same area is photographed from different locations, and storing positional information showing the position of said image data (see figure 5);

advertisement placing information storage means for storing advertisement placing information including at least a placing period and a placed location of an advertisement by adding an ID for each advertisement (see col 14, lines 45-60) the advertising placing information being provided by an advertisement placing person (see col 7, lines 45-50);

image synthesizing means for reading the image data from said image data storage means based on viewpoint of a user, reading from said advertisement placing information storage means said advertisement placing information having said placing period including a current date data and said placed location included in said image data read based on said viewpoint of a user, and synthesizing said read image data with said advertisement placing information to generate synthesis image data (see figure 5);

image browser means for generating, based on a desired viewpoint position, a rendered image rendered from said synthesis image data outputted from said image synthesizing means (see figure 5);

advertisement contract storage means for storing contract information including an ID added to said advertisement placing information, the name of an advertisement placing person who desires to place an advertisement, and a contract money amount (see col 7, lines 45-50); and advertisement contract means for receiving an advertisement placing request from said advertisement placing person (see col 7, lines 45-50), executing a contract process of said advertisement placing request upon reception of said advertisement placing request from said advertisement placing person and updating said advertisement placing information stored in said advertisement placing information storage means based on said contract information stored in said advertisement contract storage means (see col 7, lines 45-55); wherein the synthesis image data includes the advertisement placed at a particular location corresponding to the placed location in a image corresponding to the image (see Hirono col 7, lines 20-

50). Hirono fails to teach that said image data is a three-dimensional image data. However, Herf teaches a system of displaying three-dimensional images in a browser (see col 7, lines 30-50). Therefore, it would have been obvious to a person of ordinary skill in the art at the time the application was made, to know that Hirono would use the Herf's system to presents three-dimensional image to a user's browser in order that said user has a better browsing experience.

user data storage means for recording the ID of a user and the viewpoint position of said user (see col 6, lines 1-10);

other users maximum display threshold value storage means for storing an other users maximum display threshold value for defining a threshold value to display the maximum number of viewpoint positions of other users when displaying the viewpoint positions of the other users (see col 9, lines 35-45 "marker");

user position display means for adding a user position mark showing the user to the viewpoint position of the user in said image stereoscopic representation provided to said user, fetching from data stored in said user data storage means the viewpoint positions of said other users and said user IDs up to said threshold value defined by said other users maximum display threshold value in the order close to the viewpoint position of said user, and adding other users position marks showing said other users to said viewpoint positions (see col 9, lines 30-45; position marker); and

Hirono fails to teach that said image data is a three-dimensional image data and the user data storage means also storing Ids of other users and viewpoint positions of the other users and interaction connection means receiving an interaction request

indicating said other users position marks displayed in said user position display means and specified by said user, checking the user IDs corresponding to said other users position marks from said user data storage means, and starting an interacting function program to provide connection between said user and said other users having the checked user Ids. However, Herf teaches a system of displaying three-dimensional images in a browser (see col 7, lines 30-50), DeLorme teaches a system that allows users sightsee in three dimensions (see col 15, lines 45-50) and also teaches a system that records all the locations of users in map (see figure 2; col 21, lines 55-67) and Westervelt teaches a system that allows an user to request to find the geographical location of mobile units and after finding said location of said units and displaying said location to said user, the system allows said user to request to communicate with said mobile units via email or voice communication using said units identification (see paragraphs 21-22, 33-34, 38, 40). Therefore, it would have been obvious to a person of ordinary skill in the art at the time the application was made, to know that Hirono would modify his invention to present three-dimensional image to a user's browser and to record all the locations of other users in a map, as taught by Herf and DeLorme's system in order that said user has a better browsing experience and would also allow said user to request to find the geographical location of other users and after finding said location of said other users and displaying said location to said user, would allow said user to request to communicate with said other users via email or voice communication using said other users' specific identifications, as taught by Westervelt in view that the claimed invention is merely a combination of old elements and in the

combination each element would have performed the same function separately and one of ordinary skill in the art would have recognized that the combination were predictable.

As per claim 6, Hirono teaches:

image data conversion means for generating image data based on image information in which a physical position is clearly described in which the same area is photographed from different locations described (see figure 5). Hirono fails to teach that said image data is a three-dimensional image data and wherein the synthesis three-dimensional image data is provided as part of a three-dimensional aerial sightseeing service that is provided to the user for free. However, Herf teaches a system of displaying three-dimensional images in a browser (see col 7, lines 30-50) and DeLorme teaches presenting a three-dimensional sightseeing system (see col 15, lines 45-50). Therefore, it would have been obvious to a person of ordinary skill in the art at the time the application was made, to know that Hirono would use the Herf and the DeLorme system to presents three-dimensional image to a user's browser in order that said user has a better browsing experience.

As per claim 8, Hirono teaches:

An information providing server comprising:

image data storage means for storing image data generated based on image information in which a physical position is clearly described and in which the same area is photographed from different locations, and storing positional information showing the position of said image data (see figure 5);

advertisement placing information storage means for storing advertisement placing information including at least a placing period and a placed location of an advertisement by adding an ID for each advertisement (see col 14, lines 35-60);

the advertisement placing information being provided by an advertisement placing person (See col 7, lines 45-50);

image synthesizing means for reading the image data from said three-dimensional image data storage means based on browsing location specification information, reading from said advertisement placing information storage means said advertisement placing information having said placing period including a current date data and said placed location included in said image data read based on said view point of a user, and synthesizing said read image data with said advertisement placing information to generate synthesis image data (see figure 5);

image browser means for generating, based on a desired viewpoint position, a rendered image rendered from said synthesis image data outputted from said image synthesizing means (see col 14, lines 45-60);

landmark position storage means for storing landmark information including langrage representation information about the name or contents corresponding to a landmark existing in said image data and positional information on the position of said landmark (see figure 12); and

search engine means for searching for page data including the contents related to a keyword from a set of page data when said keyword is given as input and generating link information to said page data (see col 14, lines 45-60),

wherein said image browser means refers to said positional information included in said landmark information of said landmark position storage means when related information presentation related to the position is commanded, specifies the corresponding landmark information, outputs said language representation information of the landmark information to said search engine means, and allows said search engine means to generate link information of page data related to the landmark information (see figure 12). wherein the synthesis image data includes the advertisement placed at a particular location corresponding to the placed location in a image corresponding to the image (see Hirono col 7, lines 20-50). Hirono fails to teach that said image data is a three-dimensional image data. However, Herf teaches a system of displaying three-dimensional images in a browser (see col 7, lines 30-50). Therefore, it would have been obvious to a person of ordinary skill in the art at the time the application was made, to know that Hirono would use the Herf's system to presents three-dimensional image to a user's browser in order that said user has a better browsing experience.

user data storage means for recording the ID of a user and the viewpoint position of said user (see col 6, lines 1-10);

other users maximum display threshold value storage means for storing an other users maximum display threshold value for defining a threshold value to display the maximum number of viewpoint positions of other users when displaying the viewpoint positions of the other users (see col 9, lines 35-45 "marker");

user position display means for adding a user position mark showing the user to the viewpoint position of the user in said image stereoscopic representation provided to said user, fetching from data stored in said user data storage means the viewpoint positions of said other users and said user IDs up to said threshold value defined by said other users maximum display threshold value in the order close to the viewpoint position of said user, and adding other users position marks showing said other users to said viewpoint positions (see col 9, lines 30-45; position marker); and

Hirono fails to teach that said image data is a three-dimensional image data and the user data storage means also storing Ids of other users and viewpoint positions of the other users and interaction connection means for receiving an interaction request indicating said other users position marks displayed in said user position display means and specified by said user, checking the user IDs corresponding to said other users position marks from said user data storage means, and starting an interacting function program to provide connection between said user and said other users having the checked user Ids. However, Herf teaches a system of displaying three-dimensional images in a browser (see col 7, lines 30-50), DeLorme teaches a system that allows users sightsee in three dimensions (see col 15, lines 45-50) and also teaches a system that records all the locations of users in map (see figure 2; col 21, lines 55-67) and Westervelt teaches a system that allows an user to request to find the geographical location of mobile units and after finding said location of said units and displaying said location to said user, the system allows said user to request to communicate with said mobile units via email or voice communication using said units identification (see

paragraphs 21-22, 33-34, 38, 40). Therefore, it would have been obvious to a person of ordinary skill in the art at the time the application was made, to know that Hirono would modify his invention to present three-dimensional image to a user's browser and to record all the locations of other users in a map, as taught by Herf and DeLorme's system in order that said user has a better browsing experience and would also allow said user to request to find the geographical location of other users and after finding said location of said other users and displaying said location to said user, would allow said user to request to communicate with said other users via email or voice communication using said other users' specific identifications, as taught by Westervelt in view that the claimed invention is merely a combination of old elements and in the combination each element would have performed the same function separately and one of ordinary skill in the art would have recognized that the combination were predictable.

As per claim 9, Hirono teaches:

An information providing server comprising:

image data storage means for storing image data generated based on image information in which a physical position is clearly described and in which the same area is photographed from different locations, and storing positional information showing the position of said image data (see figure 12);

advertisement placing information storage means for storing advertisement placing information including at least a placing period and a placed location of an advertisement by adding an ID for each advertisement (see col 6, lines 1-25);

the advertisement placing information being provided by an advertisement placing person (see col 7, lines 45-50);

image synthesizing means for reading the image data from said image data storage means based on viewpoint of a user, reading from said advertisement placing information storage means said advertisement placing information having said placing period including a current date data and said placed location included in said image data read based on said viewpoint of a user, and synthesizing said read image data with said advertisement placing information to generate synthesis image data (see figure 12);

image browser means for generating, based on a desired viewpoint position, a rendered image rendered from said synthesis image data outputted from said image synthesizing means (see figure 12);

landmark position storage means for storing landmark information including a language representation about the name or contents corresponding to a landmark existing in said image data and positional information on the position of said landmark (see figure 12);

search engine means for searching for page data including the contents related to a keyword from a set of page data when said keyword is given as input and generating link information to said page data (see col 14, lines 45-60);

user stay landmark storage means for storing a landmark stay record including said landmark where a user stays and the stay time at the landmark (see figure 12);

all movement history storing means for recording a movement history including the viewpoint position of said user and the time (see figure 12);

stay time threshold value storage means for storing a stay time threshold value showing time to stay around a landmark necessary for judging that said user is interested in said landmark (see figure 12);

range inside and outside judgment distance storage means for storing range inside and outside judgment distance information showing definition of the peripheral position from the position of a landmark necessary for judging that said user is interested in said landmark (see figure 12);

stay time calculation means for extracting said landmark information from said landmark position storage means, using positional information of the landmark information and said range inside and outside judgment distance information stored in said range inside and outside judgment distance storage means to extract from said all movement history storing means said movement history when the viewpoint position of said user is within a surrounding area of said landmark defined by said range inside and outside judgment distance information from positional information included in said extracted landmark position, and using the extracted movement history to calculate the first time and the last time in which the viewpoint position of said user is within said surrounding area of said landmark (see figure 12);

and user stay landmark judgment means for comparing a stay time which is a difference between said last time and said first time calculated by said stay time calculation means with said stay time threshold value stored in said stay time threshold

value storage means, and when said stay time is above said stay time threshold value,

using said language representation information of said landmark information to store

said landmark name and said stay time into said user stay landmark storage means,

wherein said image browser means refers to said positional information included in said

landmark information of said landmark position storage means when related information

presentation related to the position is commanded, specifies the corresponding

landmark information, outputs said language representation information of the landmark

information to said search engine means, and allows said search engine means to

generate link information of page data related to the landmark information (see figure

12). wherein the synthesis image data includes the advertisement placed at a particular

location corresponding to the placed location in a image corresponding to the image

(see Hirono col 7, lines 20-50). Hirono fails to teach that said image data is a three-

dimensional image data. However, Herf teaches a system of displaying three-

dimensional images in a browser (see col 7, lines 30-50). Therefore, it would have been

obvious to a person of ordinary skill in the art at the time the application was made, to

know that Hirono would use the Herf's system to presents three-dimensional image to a

user's browser in order that said user has a better browsing experience.

user data storage means for recording the ID of a user and the viewpoint position

of said user (see col 6, lines 1-10);

other users maximum display threshold value storage means for storing an other

users maximum display threshold value for defining a threshold value to display the

maximum number of viewpoint positions of other users when displaying the viewpoint

positions of the other users (see col 9, lines 35-45 "marker");

user position display means for adding a user position mark showing the user to

the viewpoint position of the user in said image stereoscopic representation provided to

said user, fetching from data stored in said user data storage means the viewpoint

positions of said other users and said user IDs up to said threshold value defined by

said other users maximum display threshold value in the order close to the viewpoint

position of said user, and adding other users position marks showing said other users to

said viewpoint positions (see col 9, lines 30-45; position marker); and

Hirono fails to teach that said image data is a three-dimensional image data and

the user data storage means also storing Ids of other users and viewpoint positions of

the other users and interaction connection means for receiving an interaction request

indicating said other users position marks displayed in said user position display means

and specified by said user, checking the user IDs corresponding to said other users

position marks from said user data storage means, and starting an interacting function

program to provide connection between said user and said other users having the

checked user Ids. However, Herf teaches a system of displaying three-dimensional

images in a browser (see col 7, lines 30-50), DeLorme teaches a system that allows

users sightsee in three dimensions (see col 15, lines 45-50) and also teaches a system

that records all the locations of users in map (see figure 2; col 21, lines 55-67) and

Westervelt teaches a system that allows an user to request to find the geographical

location of mobile units and after finding said location of said units and displaying said

location to said user, the system allows said user to request to communicate with said

mobile units via email or voice communication using said units identification (see

paragraphs 21-22, 33-34, 38, 40). Therefore, it would have been obvious to a person of

ordinary skill in the art at the time the application was made, to know that Hirono would

modify his invention to present three-dimensional image to a user's browser and to

record all the locations of other users in a map, as taught by Herf and DeLorme's

system in order that said user has a better browsing experience and would also allow

said user to request to find the geographical location of other users and after

finding said location of said other users and displaying said location to said user, would

allow said user to request to communicate with said other users via email or voice

communication using said other users' specific identifications, as taught by Westervelt

in view that the claimed invention is merely a combination of old elements and in the

combination each element would have performed the same function separately and one

of ordinary skill in the art would have recognized that the combination were predictable.

As per claim 10, Hirono teaches:

all information search command history storing means for recording an

information presentation command history including the landmark name in which said

user commands related information presentation related to the position and the time

(see figure 12; col 6, lines 15-30); and

user behavior record presentation means for outputting said landmark stay

record of said user stay landmark storage means or said information presentation

command history of said all information search command history storing means when a

manager commands to present the summing result (see col 6, lines 15-30).

Claims 11-13 and 15-27 contains the same limitation as claims 2-6 and 8-10

therefore, the same rejection is applied.

Response to Arguments

3.   Applicant's arguments with respect to the claims have been considered but are

moot in view of the new ground(s) of rejection.

Conclusion

4.   Any inquiry concerning this communication or earlier communications from the

examiner should be directed to DANIEL LASTRA whose telephone number is 571-272-

6720 and fax 571-273-6720. The examiner can normally be reached on 8:00-5:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's

supervisor, JOHN WEISS can be reached on (571) 272-6812. The official Fax number

is (571) 273-8300.

Information regarding the status of an application may be obtained from the

Patent Application Information Retrieval (PAIR) system. Status information for published

applications may be obtained from either Private PAIR or Public PAIR. Status

information for unpublished applications is available through Private PAIR only. For

more information about the PAIR system, see http://pair-direct.uspto.gov. Should you

have questions on access to the Private PAIR system, contact the Electronic Business

Center (EBC) at 866-217-9197 (toll-free).

/DANIEL LASTRA/
Primary Examiner, Art Unit 3688
December 8, 2010

/JOHN G. WEISS/
Supervisory Patent Examiner, Art Unit 3688